

Message Text

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INFO AMCONSUL FLORENCE
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AMCONSUL MILAN
AMCONSUL NAPLES
AMCONSUL PALERMO
AMCONSUL TRIESTE
AMCONSUL TURIN
U.S. TRADE CENTER MILAN

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E.O. 11652 N/A
TAGS: BEXP, IT
SUBJ: FY-1978 COUNTRY COMMERCIAL PROGRAM: SECOND QUARTER REVIEW

1. SUMMARY. THE SECOND QUARTER WAS HIGHLIGHTED BY A MARCH 13 CONFERENCE IN FLORENCE OF COMMERCIAL OFFICERS IN ITALY, DURING WHICH THE FY-78, 79 AND 80 CCPS WERE DISCUSSED. WITH EXCEPTIONS NOTED BELOW, ALL GOALS WERE MET DURING QUARTER. SPECIAL FACTORS CONCERNED PERSONNEL RESOURCES SHORTFALL. TURIN WAS STILL WITHOUT ITS SECOND OFFICER DURING THE ENTIRE PERIOD; ECONOMIC COMMERCIAL OFFICER IN GENOA WAS OBLIGED TAKE SICK LEAVE FOR SIX WEEKS OF PERIOD; AND BECAUSE OF HOME LEAVE ECOMIN, COMM COUSELOR WAS ACTING ECOMIN FOR 1 MONTH OF QUARTER UNDER REVIEW.
END SUMMARY

2. CAMPAIGN 1, COMPUTERS: ACTION 1: 21 INDUSTRY CALLS MADE.
ACTION 5: THE FEBRUARY ISSUE OF SCAMBI COMMERCIALI CONTAINED
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ONE ARTICLE ON COMPUTERS.

3. CAMPAIGN 2; FOOD PROCESSING AND PACKAGING: HIGHLIGHTS OF ACTIONS INCLUDE (ACTION 1) VISITS BY TOTAL OF TWO DOZEN ITALIAN BUSINESSPEOPLE TO CHICAGO INTERNATIONAL EXPOSITION FOR FOOD PROCESSORS. ORIGINATING FOR THE MOST PART IN THE TURIN CONSULAR DISTRICT, THESE BUSINESSPEOPLE ALSO VISITED FACTORIES IN THE

CHICAGO AREA. IT IS WORTH NOTING, HOWEVER, THAT, DUE IN PART TO INCLEMENT WEATHER, THEIR PROGRAMMING DID NOT MEASURE UP TO PROMISES MADE IN-COUNTRY AND SOME EMBARRASSMENT WAS CAUSED. ONE SIGNIFICANT TRADE OPPORTUNITY WAS DEVELOPED OUTSIDE THE SHOW CONTEXT. REGARDING ACTION 2, CAMPAIGN MANAGER HAD REVIEWED FILMS IN FIRST QUARTER AND, AS ALL FILMS WERE EITHER OUTDATED, ORIENTED TOWARD ONLY ONE U.S. COMPANY, OR BOTH, THE DECISION WAS MADE NOT TO SHOW FILMS. IT SHOULD BE NOTED THAT THERE WERE INSUFFICIENT DETAILS REGARDING FILM PACKAGE BEFORE ITS ARRIVAL. ACTION 3: THE FEBRUARY SCAMBI COMMERCIALI CONTAINED AN ARTICLE ON FOOD PROCESSING AND PACKAGING.

4. CAMPAIGN 3, PROCESS CONTROLS: ACTION 2: 47 CALLS MADE IN SUPPORT OF MILAN TRADE CENTER SHOW, JANUARY 24-27. THE SHOW ITSELF WAS VERY SUCCESSFUL, DEMONSTRATING THAT IN A FIELD SUCH AS THIS ONE, WHERE THE U.S. INDUSTRY IS HIGHLY INNOVATIVE, YEARLY EXHIBITIONS ON THE SAME THEME NEED NOT RESULT IN A STEADILY LESSENING IMPACT. SEE MILAN 0163 FOR FURTHER DETAILS.

5. CAMPAIGN 4, PRINTING AND GRAPHIC ARTS: THE HIGHLIGHT OF THE CAMPAIGN, THE MILAN TRADE CENTER EXHIBITION, IS AMPLY DESCRIBED IN MILAN 0539 OF APRIL 7. NON-MILAN-BASED USG VISITORS TO THE SHOW INCLUDED ERNET LOTITO, DIRECTOR OF COMMUNICATIONS OF THE USDOC, AMBASSADOR GARDNER, AND THE CAMPAIGN MANAGER. PRIOR TO THE SHOW, THE TRADE CENTER DIRECTOR AND COMMERCIAL COUNSELOR CO-HOSTED A SMALL LUNCHEON IN ROME FOR MAJOR OPERATORS

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IN THIS SECTOR. SEVERAL WERE LATER REGISTERED AS HAVING ATTENDED THE SHOW IN MILAN. MOST NOTABLE AMONG THESE WAS THE DIRECTOR OF PRINTING OF THE BANK OF ITALY. GENOA DEVELOPED A TRADE OPPORTUNITY IN THE FIELD AS WELL.

ACTION 1: CALLS WERE MADE IN EACH CONSULAR DISTRICT IN MANY CASES BY THE SHOW PROMOTION OFFICER, M.B. LAWRENCE, OR THE TRADE CENTER DIRECTOR, IN CONJUNCTION WITH AN OFFICER OR LOCAL EMPLOYEE FROM THE APPROPRIATE CONSULATE OR THE EMBASSY. ACTION 2: 16 REPS WERE APPOINTED DURING THE MILAN TRADE CENTER SHOW AND 17 ADDITIONAL APPOINTMENTS WERE EXPECTED TO BE MADE AFTER THE SHOW. ACTION 3: TARGET INDUSTRY FILMS WERE NOT SHOWN. THEIR AVAILABILITY FOR SHORT PERIOD OF TIME AND TRADE CENTER RELUCTANCE TO USE FILMS AS ADDITIONAL QUOTE EXHIBIT UNQUOTE DURING SHOW WERE FACTORS IN THE DECISION. ACTION 4: THIS WAS NOT DONE--LUNCHEON, AS MENTIONED ABOVE, SUBSTITUTED FOR FILM SHOWING IN ROME. ACTION 5: ARTICLES ON THIS FIELD WERE SCHEDULED FOR THE MAY EDITION OF SCAMBI COMMERCIALI. ACTION 6: PRESS RELEASES WERE ISSUED IN THE NUMBER SPECIFIED. ACTION 7: AS FILMS WERE NOT USED, THIS ACTION WAS CANCELLED.

6. CAMPAIGN 5, MAJOR PROJECTS: THE LONG-PLANNED VISIT TO THE US OF THREE RANKING OFFICIALS OF IRI (THE LARGEST STATE-HOLDING

GROUP IN ITALY WITH A TURNOVER OF DOLS 7 BILLION) TOOK PLACE
FEBRUARY 13-17. GROUP DISCUSSED WITH SELECTED U.S. COMPANIES
US-ITALIAN TECMICAL AND COMMERCIAL COOPERATION INFIELD OF
JOINT VENTURES AND SUB-CONTRACTS IN MIDDLE EAST AND AFRICA.
WE EXPECT SIGNIFICANT RESULTS FROM THIS TRIP, ESPECIALLY
VIS-A-VIS PIPELINE AND RELATED INSTALLATIONS, AND OTHER MAJOR
CONSTRUCTION PROJECTS. (SEE ROM 1328 AND USDOC 02659 FOR
DETAILS.) THE COMMERCIAL COUNSELOR MET WITH THE ARMY CORPS
OF ENGINEERS IN CAMP DARBY IN THE FLORENCE DISTRICT AS WELL
AS U.S. BANKERS REGARDING U.S. PRIVATE AND PUBLIC COOPERATION
IN CORPS OF ENGINEERS PROJECTS BOTH WITHIN AND WITHOUT ITALY.
SOLAR ENERGY, EVOLVING INTO A MAJOR PROJECTS STATUS EFFORT,
TOOK MUCH TIME OF THE ECONOMIC/COMMERCIAL MINISTER COUNSELOR
AND SEVERAL OFFICERS, INCLUDING THE SCIENCE ATTACHE. THIS
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WILL CONTINUE INTO THE THIRD QUARTER OF THE FISCAL YEAR DURING
WHICH TIME A MAJOR SOLAR ENERGY EXPOSITION WILL BE HELD IN GENOA.
AMERICAN FIRMS WILL BE PRESENT BUT NOT UNDER THE BANNER OF THE
USDOC. ALSO, WHILE ON A VISIT TO SICILY, THE ECONOMIC
MINISTER COUNSELOR AND PALERMO CONSULATE REPRESENTATIVES MET
WITH PRIVATE AND PUBLIC SECTOR OFFICIALS INVOLVED IN THE ALGERIA-
ITALY GAS PIPELINE. A LOCAL TEAM OF AMERICAN ARCHITECT-ENGINEERS
WAS GIVEN ASSISTANCE REGARDING CONSTRUCTION WORK IN THAILAND.

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7. CAPAIGN 6: TELECOMMUNICATIONS: ACTIVITY DURING THIS QUARTER CENTERED ON PROMOTION OF THE U.S. MICRO-WAVE LANDING SYSTEM (TRSB-MLS), LOOKING FORWARD TO THE APRIL ICAO MEETING IN MONTREAL. OUR TARGET WAS THE ITALIAN GOVERNMENT'S "MLS WORKING GROUP", WITH WHICH THE EMBASSY ARRANGED A SERIES OF MEETINGS WITH REPRESENTATIVES OF THE FAA AND U.S. MANUFACTURERS. WE ALSO HELPED ORGANIZE THE VISIT OF THE GROUP TO BRUSSELS TO WITNESS A PRACTICAL DEMONSTRATION OF THE SYSTEM AND TO THE U.S. FOR FURTHER CONSULTATION. (ITALY VOTED WITH THE MAJORITY AT MONTREAL IN FAVOR OF THE U.S. SYSTEM.)

8. CAMPAIN 7; FOREIGN VISITORS/BUYERS: ACTION 1: FOLLOWING ARE HIGHLIGHTS OF VISIT USA COMMITTEE ACTIVITIES THIS QUARTER:
A) FIRST OF 16 FULL PAGE ADS ON THEME "U.S.A.-UN PAESE PER TUTTE LE STAGIONI", APPEARED IN THE TRADE PUBLICATION L'AGENZIA DI VIAGGI; THE SAME MAGAZINE WILL PRODUCE IN APRIL A SPECIAL SUPPLEMENT ON U.S. TOURISM (NO COST TO USG)); EIGHT SIMILAR
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ADS ARE SCHEDULED TO START DURING THE 3RD QUARTER IN TRAVEL TRADE GAZETTE. B) TWO AGENT FAMILIARIZATION TOURS WILL TAKE PLACE IN APRIL: TWA TO THE WEST COAST AND LAS VEGAS, AND PAN AM/UNITED TO NEW YORK AND HAWAII. C) PLANNING CONTINUED FOR THE APRIL 14-23 SHOW AT THE MILAN TRADE CENTER AS WELL AS FOR THE VISIT USA BOOTH AT THE ITALIAN TRAVEL AGENTS' NATIONAL CONFERENCE IN CALABRIA, APRIL 5-8. ACTION 5: THE FEBRUARY ISSUE OF SCAMBI COMMERCIALI HAD THE USUAL COLOR CENTER-FOLD TRAVEL ARTICLE; IN ADDITION ONE OF THE FEATURED ARTICLES PLUS THE COVER WERE DEVOTED TO THE VISIT USA THEME. FOREIGN BUYER PROGRAM NOTES:
A) CONSULATE FLORENCE DEVELOPED VISIT TO LAS VEGAS CONCRETE AND AGGREGATES SHOW BY FIVE TOP MANAGERS OF LEADING LOCAL FIRMS. B) THE NATIONAL TRAFFIC AND TRANSPORTATION CONFEDERATION IN ROME HAS JOINED WITH THE EMBASSY IN PROMOTING THE INTERNATIONAL TRUCKING SHOW IN LAS VEGAS IN MAY. C) CONSULATE TURIN PROMOTED A GROUP VISIT BY REPRESENTATIVES OF THIRTEEN LEADING COMPANIES TO THE ATLANTA WORLD FAIR FOR TECHNOLOGY EXCHANGE IN FEBRUARY. D) CONSULATE PALERMO IS NOW DEVELOPING FOREIGN BUYER TRIPS IN COOPERATION WITH THE SICILIAN REGIONAL MINERALS AGENCY AND THE SICILIAN INDUSTRIAL PROMOTION AGENCY. E) AN 18PERSON GROUP TOUR TO THE NATIONAL SPORTING GOOD SHOW ARRANGED BY CONSULATE MILAN WAS CANCELLED DUE TO LACK OF HOTEL SPACE IN HOUSTON.

9. CAMPAIGN 8, BUSINESS AUTOMATION: ACTION 3: TWO ARTICLES ON BUSINESS AUTOMATION EQUIPMENT WERE FEATURED IN THE FEBRUARY

SCAMBL. (THE REST OF THIS CAMPAIGN IS DESIGNED FOR THIRD AND FOURTH QUARTERS ONLY.)

10. OTHER SPECIAL POST EFFORTS. TURIN ORGANIZED MEETING OF TURIN BASED COMPANY REPS TO REVIEW ADVANTAGES AND DRAWBACKS OF AMERICAN INVESTMENT IN PIEDMONT. LONG-STANDING PROBLEM INVOLVING TORRINGTON FINALLY SETTLED WITH SIGNATURE OF AGREEMENT ON DISPOSITION AND PURCHASE OF ASSETS BY GEPI, STATE FINANCIAL
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HOLDING COMPANY INVOLVED WITH REORGANIZATION AND RECOVERY OF INDUSTRIAL ENTERPRISES IN FINANCIAL DIFFICULTY. AMBASSADOR'S INTERVENTION ON PROBLEM INVOLVING MAJOR TIRE MANUFACTURER HAS RAISED PROBABILITY JOINT ITALIAN AMERICAN OPERATION WILL CONTINUE. OTHER PROBLEM CASES PREVIOUSLY REPORTED STILL UNSOLVED, BUT HOPES ARE THEY WILL BE RESOLVED IN NEAR FUTURE.

11. TWO COMMERCIAL SPECIALISTS FROM THE EMBASSY TRAVELLED SEPARATELY TO THE TRADE CENTER IN MILAN TO ASSIST WITH COMSEC MILAN ACTIVITIES AND MEET WITH THEIR COUNTERPARTS. THIS IS PART OF A CONTINUING PROGRAM INITIATED BY THE COMMERCIAL COUNSELOR. ADDITIONALLY, TWO COMMERCIAL SPECIALISTS (ONE EACH FROM TURIN AND PALERMO) PARTICIPATED IN THE COMMERCIAL CONFERENCE IN FLORENCE ON MARCH 13. MILAN LED IN TRADE OPPORTUNITY PRODUCTION WITH 24, FOLLOWED BY TURIN AND FLORENCE BOTH OF WHICH HAD DOUBLE-DIGIT SUCCESSES. REVERSE INVESTMENT: THE ADVANCE TEAM OF THE STATE OF LOUISIANA REVERSE INVESTMENT MISSION VISITED ROME AND MILAN DURING THE QUARTER TO MAKE ARRANGEMENTS FOR THE SIX-MAN MISSION SCHEDULED FOR ARRIVAL IN MAY.GARDNER

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